

In support of Senate Bill 336

Before the

Senate Public Health, welfare & safety**FLAVORED CIGARETTES AND SPIT TOBACCO TARGET OUR YOUTH**

Research shows that 90 percent of new smokers are teens or younger. Candy-flavored cigarettes and smokeless tobacco products are getting the attention of teens and pre-teens around the US. And that's why we wanted to bring them to your attention. These flavored cigarettes and spit tobacco products with hip names and sweet flavors are very attractive to kids who are thinking about smoking.

Some tobacco companies are offering pineapple coconut, citrus, toffee and mocha mint flavors. Brown & Williamson sells cigarettes with names like "Midnight Berry", "Mocha Taboo" and "Mintrigue". And the U.S. Smokeless Tobacco Company now markets spit tobacco with flavors that include berry blend, mint, and wintergreen, apple blend, vanilla and cherry.

Yet another product popular with kids is called a "bidi" (bee-dee). Bidis are small flavored filter less Indian cigarettes that also appeal to youth because of their sweet flavors. They are made up of shredded tobacco rolled into dried tendu leaves (from a plant found in India) and tied up with a string. Some of the flavors offered include cherry, vanilla, chocolate, licorice, menthol and mango.

But these sweet tasting cigarettes are not all that sweet. According to the Centers for Disease Control & Prevention, an unfiltered bidi releases 3-5 times more tar and nicotine than a regular cigarette. That makes them more dangerous and more addictive than a regular cigarette.

The American Heart Association and our thousands of Montana supporters ask you to please vote yes on Senate Bill 336.



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